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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to:  
Mail Stop Amendment, Commissioner for Patents,  
P.O. Box 1450, Alexandria, VA 22313-1450, on

May 18, 2004

Date of Deposit

James P. Naughton, Reg. No. 30,665

Name of Applicant, Assignee or  
Registered Representative

*James P. Naughton*  
Signature

May 18, 2004

Date of Signature

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Technology Center 2100

Our Case No.: 9623/418

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Charles McElfresh

Serial No.: 09/285,929

Filing Date: April 2, 1999

For: METHOD AND SYSTEM FOR OPTIMUM  
PLACEMENT OF ADVERTISEMENTS ON A  
WEB PAGE

Examiner: Stephen S. Hong

Group Art Unit: 2178

FOURTH SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Fourth Supplemental Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

05/21/2004 WARDELRI 00000134 09285929

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180.00 OP

The references now cited are the following:

### US PATENT DOCUMENT

| DOCUMENT<br>NUMBER<br><small>Number-Kind Code (If known)</small> | DATE       | NAME              |
|--|------------|-------------------|
| 5,794,210  | 08/11/1998 | Goldhaber, et al. |

### FOREIGN PATENT DOCUMENTS

| DOCUMENT<br>NUMBER<br><small>Number-Kind Code (If known)</small> | DATE       | COUNTRY |
|--|------------|---------|
| WO 97/22066 A  | 06/19/1997 | WIPO    |
| WO 00/16218 A  | 03/23/2000 | WIPO    |

### OTHER ART AND RELATED DOCUMENTS

|   |
|---|
| Brin, Sergey et al., "The Anatomy of a Large Scale Hypertextual Web Search Engine", <i>Computer Networks and ISDN Systems</i> , North Holland Publishing, Amsterdam, NL, dated April 14, 1998, pp. 1-20.        |
| Doran, David, "Search Engines....Their popularity, their secrets, their flaws", <i>Entrepreneur</i> , July 1998, page 18.   |
| Glaser, Ken, "Who Will GoTo.com?", <i>OnlinePress.com</i> , dated February 20, 1998, 2 pages.   |
| Kramer, Ralf et al., "Thesaurus federations: loosely integrated thesauri for document retrieval in networks based on Internet technologies", <i>Int. J. Digit Libr</i> , 1997, pp. 122-131.                     |
| Sullivan, Danny, "GoTo Sells Positions", <i>The Search Engine Report</i> , dated March 3, 1998, 4 pages.  |
| "GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million, Led by Draper Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from Dialog Gale Group New products, 2 pages. |
| "New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising &amp; Marketplace Report</i> , dated April 28, 1998, Vol. 12, Issue 8, 2 pages.  |

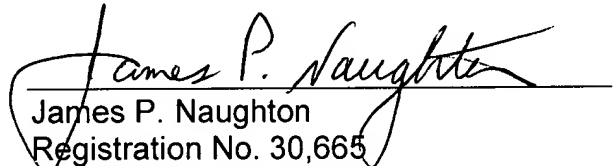
In accordance with 37 C.F.R. § 1.97(g),(h), this Fourth Supplemental Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

A fee as set forth in 37 C.F.R. § 1.17(p) in the amount of \$180.00 is enclosed herewith. Should the enclosed check be insufficient, omitted or should any additional fees be deemed necessary under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these material, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925. A duplicate copy of this document is enclosed.

Applicants respectfully request that the listed documents be made of record in the present case.

Respectfully submitted,

Date: May 18, 2004

  
James P. Naughton  
Registration No. 30,665  
Attorney for Applicants

BRINKS HOFER GILSON & LIONE  
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|---|------------------------------|--|
| FORM PTO-1449   | SERIAL NO.<br>09/285,929     | CASE NO.<br>9623/418                   |
| LIST OF PATENTS AND PUBLICATIONS FOR<br>APPLICANT'S INFORMATION DISCLOSURE<br>STATEMENT | FILING DATE<br>April 2, 1999 | GROUP ART UNIT<br>2178                 |
| (use several sheets if necessary)   |                              | APPLICANT(S): Charles McElfresh et al. |

#### REFERENCE DESIGNATION

#### U.S. PATENT DOCUMENTS

| EXAMINER<br>INITIAL |    | DOCUMENT<br>NUMBER<br><small>Number-Kind Code (if known)</small> | DATE       | NAME              | CLASS/<br>SUBCLASS | FILING<br>DATE |
|---------------------|----|--|------------|-------------------|--------------------|----------------|
|                     | E1 | 5,794,210  | 08/11/1998 | Goldhaber, et al. |                    |                |
|                     | E  |  |            |                   |                    |                |

#### FOREIGN PATENT DOCUMENTS

| EXAMINER<br>INITIAL |    | DOCUMENT<br>NUMBER<br><small>Number-Kind Code (if known)</small> | DATE       | COUNTRY | CLASS/<br>SUBCLASS | TRANSLATION<br>YES OR NO |
|---------------------|----|--|------------|---------|--------------------|--------------------------|
|                     | E2 | WO 97/22066 A1   | 06/19/1997 | WIPO    |                    |                          |
|                     | E3 | WO 00/16218 A1   | 03/23/2000 | WIPO    |                    |                          |
|                     | E  |  |            |         |                    |                          |

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| EXAMINER<br>INITIAL | OTHER ART - NON PATENT LITERATURE DOCUMENTS<br><small>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)</small> |   |
|---------------------|---|---|
|                     | E4  | Brin, Sergey et al., "The Anatomy of a Large Scale Hypertextual Web Search Engine", <i>Computer Networks and ISDN Systems</i> , North Holland Publishing, Amsterdam, NL, dated April 14, 1998, pp. 1-20.        |
|                     | E5  | Doran, David, "Search Engines.... Their popularity, their secrets, their flaws", <i>Entrepreneur</i> , July 1998, page 18.  |
|                     | E6  | Glaser, Ken, "Who Will GoTo.com?", <i>OnlinePress.com</i> , dated February 20, 1998, 2 pages.   |
|                     | E7  | Kramer, Ralf et al., "Thesaurus federations: loosely integrated thesauri for document retrieval in networks based on Internet technologies", <i>Int. J. Digit Libr</i> , 1997, pp. 122-131.                     |
|                     | E8  | Sullivan, Danny, "GoTo Sells Positions", <i>The Search Engine Report</i> , dated March 3, 1998, 4 pages.  |
|                     | E9  | "GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million, Led by Draper Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from Dialog Gale Group New products, 2 pages. |
|                     | E10   | "New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising &amp; Marketplace Report</i> , dated April 28, 1998, Vol. 12, Issue 8, 2 pages.  |

|          |                 |
|----------|-----------------|
| EXAMINER | DATE CONSIDERED |
|----------|-----------------|

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.